



**COONEY, WATSON AND ASSOCIATES, INC.**  
Advertising • Marketing • Public Relations • Video Production

**BROADCAST INSERTION ORDER**

**Date:** August 29, 2012  
**Client:** GO Bonds for Higher Education Campaign  
**Agency Contact:** Doug Stine – 245-3138 direct/803-4132 cell; dougs@cooneywatson.com  
**Station:** KRQE TV, Channel 13 and KASA Channel 2  
**Account Executive:** Jim Giudicessi  
**Phone:** Direct: 505-998-9530  
**Email:** jim.giudicessi@kasa.com

**Run Date(s):** 10/9/12-11/6/12

**NAME OF SPOT(S):** A) 2012 GO Bond C  
**Rotation:** 100% A

**Total Cost :** \$10,000.00  
**Commission:** \$ 1,500.00  
**Total Due:** \$ 8,500.00

**Authorized by:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**See schedule below and on next page:**

<b>KRQE TV Channel 13</b>					
<b>Week of October 22-28</b>					
KRQE TV News 13 @ 10pm Sunday	10-10:35pm	1	\$500.00	4	\$500.00
KRQE TV News 13 @ 6am Mon-Fri	6-7am	3	\$125.00	4	\$375.00
KRQE TV News 13 @ 4:30pm Mon-Fri	4:30-5pm	2	\$275.00	3	\$550.00
KRQE TV News 13 Saturday Morning	7-8am	1	\$50.00	4	\$50.00
The Early Show Mon-Fri	7-9am	2	\$150.00	3	\$300.00
KRQE News Sunday Morning	7-8am	1	\$100.00	4	\$100.00
KRQE News 13 @ 10pm Mon-Fri	10-10:35pm	1	\$700.00	4	\$700.00
KRQE TV News 13 @ 5am Mon-Fri	5-6am	3	\$75.00	4	\$225.00
KRQE TV News 13 @ 5:30pm Sun	5:30-6pm	1	\$175.00	4	\$175.00
<b>Week of October 29-November 4</b>					
KRQE TV News 13 @ 10pm Sunday	10-10:35pm	1	\$500.00	4	\$500.00
KRQE TV News 13 @ 6am Mon-Fri	6-7am	3	\$125.00	4	\$375.00
KRQE TV News 13 @ 5:30pm Mon-Fri	5:30-6pm	1	\$500.00	3	\$500.00

KRQE TV News 13 @4:30pm Mon-Fri	4:30-5pm	2	\$275.00	3	\$550.00
KRQE TV News 13 Saturday Morning	7-8am	1	\$50.00	4	\$50.00
The Early Show Mon-Fri	7-9am	3	\$150.00	3	\$450.00
KRQE News Sunday Morning	7-8am	1	\$100.00	4	\$100.00
KRQE TV News 13@ 10 pm Mon-Fri	10-10:35pm	1	\$700.00	4	\$700.00
KRQE TV News 13 @5am Mon-Fri	5-6am	3	\$75.00	4	\$225.00
KRQE TV News 13 @5:30pm Sun	5:30-6pm	1	\$175.00	4	\$175.00
<b>November 5 &amp; 6</b>					
KRQE TV News 13 @ 6am Mon-Fri	6-7am	3	\$125.00	4	\$375.00
KRQE TV News 13 @ 5:30pm Mon-Fri	5:30-6pm	1	\$500.00	3	\$500.00
KRQE TV News 13 @4:30pm Mon-Fri	4:30-5pm	1	\$275.00	3	\$275.00
The Early Show Mon-Fri	7-9am	2	\$150.00	3	\$300.00
KRQE News 13 @ 10pm Mon-Fri	10-10:35pm	1	\$700.00	3	\$700.00
KRQE TV News 13 @5am Mon-Fri	5-6am	2	\$75.00	4	\$150.00
<b>Subtotal for KRQE TV</b>		<b>42</b>			<b>\$8,900.00</b>
<b>KASA TV Channel 2</b>					
<b>Week of October 22-28</b>					
News 13 on Fox 2@ 9pm Sunday	9:30-10pm	1	\$350.00	4	\$350.00
<b>Week of October 29-November 4</b>					
News 13 on Fox 2@ 9pm Sunday	9:30-10pm	1	\$350.00	4	\$350.00
<b>November 5 &amp; 6</b>					
News 13 on Fox 2@ 9pm Sunday	9:30-10pm	1	\$400.00	4	\$400.00
<b>Subtotal for KASA TV</b>		<b>3</b>			<b>\$1,100.00</b>

204134

# Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bo	Time Perio	Leng	Prior	Chan	Product	Estimat	Air Time	Ad-ID	Rate	Expected
Date: 10/22/12													
Station: KRQE													
	POL/Go Bonc	203975 M-F KROE Nev	KROE New:	:30 P4	[ALL]					5:51:29 AM		\$75.00	\$0.00
	POL/Go Bonc	203975 M-F KROE Nev	KRQE New:	:30 P4	[ALL]					6:11:45 AM		\$125.00	\$0.00
	POL/Go Bonc	203975 M-F KROE Nev	430p-5p	:30 P3	[ALL]					4:57:41 PM		\$275.00	\$0.00
	POL/Go Bonc	203975 LN M-F	10p-1035p	:30 P4	[ALL]					10:17:15 PM		\$700.00	\$0.00
												1,175.00	\$0.00
												1,175.00	\$0.00
Date: 10/23/12													
Station: KRQE													
	POL/Go Bonc	203975 CBS This Morn	CBS Early 5	:30 P3	[ALL]					8:15:20 AM		\$150.00	\$0.00
												150.00	\$0.00
												150.00	\$0.00
Date: 10/24/12													
Station: KRQE													
	POL/Go Bonc	203975 M-F KROE Nev	KROE New:	:30 P4	[ALL]					6:31:25 AM		\$125.00	\$0.00
	POL/Go Bonc	203975 CBS This Morn	CBS Early 5	:30 P3	[ALL]					8:37:39 AM		\$150.00	\$0.00
												275.00	\$0.00
												275.00	\$0.00
Date: 10/25/12													
Station: KRQE													
	POL/Go Bonc	203975 M-F KRQE Nev	KROE New:	:30 P4	[ALL]					5:12:21 AM		\$75.00	\$0.00
	POL/Go Bonc	203975 M-F KRQE Nev	430p-5p	:30 P3	[ALL]					4:46:40 PM		\$275.00	\$0.00
												350.00	\$0.00
												350.00	\$0.00
Date: 10/26/12													
Station: KRQE													
	POL/Go Bonc	203975 M-F KROE Nev	KROE New:	:30 P4	[ALL]					5:31:30 AM		\$75.00	\$0.00
	POL/Go Bonc	203975 M-F KROE Nev	KROE New:	:30 P4	[ALL]					6:59:16 AM		\$125.00	\$0.00
												200.00	\$0.00
												200.00	\$0.00
Date: 10/27/12													
Station: KRQE													
	POL/Go Bonc	203975 KRQE News S	7a-8a	:30 P4	[ALL]					7:26:14 AM		\$50.00	\$0.00
												50.00	\$0.00
												50.00	\$0.00
Date: 10/28/12													
Station: KRQE													
	POL/Go Bonc	203975 KROE News S	7a-8a	:30 P4	[ALL]					7:11:22 AM		\$100.00	\$0.00
	POL/Go Bonc	203975 Su KROE New:	530p-6p	:30 P4	[ALL]					5:51:02 PM		\$175.00	\$0.00
	POL/Go Bonc	203975 LN Su	10p-1035p	:30 P4	[ALL]					10:27:10 PM		\$500.00	\$0.00
												775.00	\$0.00
												775.00	\$0.00
Date: 10/29/12													
Station: KRQE													
	POL/Go Bonc	203975 M-F KROE Nev	KRQE New:	:30 P4	[ALL]					5:26:02 AM		\$75.00	\$0.00
	POL/Go Bonc	203975 M-F KRQE Nev	KRQE New:	:30 P4	[ALL]					6:19:10 AM		\$125.00	\$0.00
	POL/Go Bonc	203975 CBS This Morn	CBS Early 5	:30 P4	[ALL]					8:08:03 AM		\$150.00	\$0.00
												350.00	\$0.00
												350.00	\$0.00
Date: 10/30/12													
Station: KRQE													
	POL/Go Bonc	203975 M-F KROE Nev	KROE New:	:30 P4	[ALL]					6:05:10 AM		\$125.00	\$0.00
	POL/Go Bonc	203975 CBS This Morn	CBS Early 5	:30 P4	[ALL]					8:45:16 AM		\$150.00	\$0.00
	POL/Go Bonc	203975 M-F KROE Nev	430p-5p	:30 P3	[ALL]					4:56:56 PM		\$275.00	\$0.00
												550.00	\$0.00
												550.00	\$0.00
Date: 10/31/12													

[Sorted by: Date]

# Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bo	Time Perio	Leng	Prior	Chanr	Product	Estimat	Air Time	Ad-ID	Rate	Expected
Date: 10/31/12													
Station: KRQE													
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			5:51:29 AM		\$75.00	\$0.00
	POL/Go Bonc	203975	CBS This Morn	CBS Early	:30	P4	[ALL]			8:23:37 AM		\$150.00	\$0.00
												<b>\$225.00</b>	<b>\$0.00</b>
												<b>\$225.00</b>	<b>\$0.00</b>
Date: 11/01/12													
Station: KRQE													
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			5:52:44 AM		\$75.00	\$0.00
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			6:32:10 AM		\$125.00	\$0.00
												<b>\$200.00</b>	<b>\$0.00</b>
												<b>\$200.00</b>	<b>\$0.00</b>
Date: 11/02/12													
Station: KRQE													
	POL/Go Bonc	203975	M-F KROE Nev	430p-5p	:30	P3	[ALL]			4:47:55 PM		\$275.00	\$0.00
	POL/Go Bonc	203975	KROE News	1:530p-6p	:30	P3	[ALL]			5:36:20 PM		\$500.00	\$0.00
	POL/Go Bonc	203975	KROE News	1:530p-6p	:30	P4	[ALL]			5:51:58 PM		\$175.00	\$0.00
	POL/Go Bonc	203975	LN M-F	10p-1035p	:30	P4	[ALL]			10:17:25 PM		\$700.00	\$0.00
												<b>1,650.00</b>	<b>\$0.00</b>
												<b>1,650.00</b>	<b>\$0.00</b>
Date: 11/03/12													
Station: KRQE													
	POL/Go Bonc	203975	KRQE News	Si 7a-8a	:30	P4	[ALL]			7:32:30 AM		\$50.00	\$0.00
												<b>\$50.00</b>	<b>\$0.00</b>
												<b>\$50.00</b>	<b>\$0.00</b>
Date: 11/04/12													
Station: KRQE													
	POL/Go Bonc	203975	KROE News	Si 7a-8a	:30	P4	[ALL]			7:18:33 AM		\$100.00	\$0.00
	POL/Go Bonc	203975	LN Su	10p-1035p	:30	P4	[ALL]			10:16:35 PM		\$500.00	\$0.00
												<b>\$600.00</b>	<b>\$0.00</b>
												<b>\$600.00</b>	<b>\$0.00</b>
Date: 11/05/12													
Station: KRQE													
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			5:38:03 AM		\$75.00	\$0.00
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			6:59:16 AM		\$125.00	\$0.00
	POL/Go Bonc	203975	CBS This Morn	CBS Early	:30	P3	[ALL]			8:37:39 AM		\$150.00	\$0.00
	POL/Go Bonc	203975	LN M-F	10p-1035p	:30	P3	[ALL]			10:17:10 PM		\$700.00	\$0.00
												<b>1,050.00</b>	<b>\$0.00</b>
												<b>1,050.00</b>	<b>\$0.00</b>
Date: 11/06/12													
Station: KRQE													
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			5:25:02 AM		\$75.00	\$0.00
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			6:19:10 AM		\$125.00	\$0.00
	POL/Go Bonc	203975	M-F KROE Nev	KROE New	:30	P4	[ALL]			6:38:15 AM		\$125.00	\$0.00
	POL/Go Bonc	203975	CBS This Morn	CBS Early	:30	P3	[ALL]			8:37:39 AM		\$150.00	\$0.00
	POL/Go Bonc	203975	M-F KRQE Nev	430p-5p	:30	P3	[ALL]			4:57:26 PM		\$275.00	\$0.00
	POL/Go Bonc	203975	KROE News	1:530p-6p	:30	P3	[ALL]			5:57:58 PM		\$500.00	\$0.00
												<b>1,250.00</b>	<b>\$0.00</b>
												<b>1,250.00</b>	<b>\$0.00</b>
												<b>8,900.00</b>	<b>\$0.00</b>

[Sorted by: Date]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KRQE-TV, Albuquerque, New Mexico	<b>Date:</b> August 2, 2012
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I, Doug Stine, of Cooney, Watson and Associates, Inc.  
do hereby request station time concerning the following issue:

General Obligation Bond C (Higher Education)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30				TBD	4

**Total Charges:**

This broadcast time will be used by: Higher Education Bond C Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Higher Education Bond C Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Please see bottom of page.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/02/2012

Date



Signature

505-245-3138

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title